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JOHNSON'S

1925 CATALOGUE OF

STRAWBERRY PLANTS



E. W. JOHNSON COMPANY
SALISBURY, MARYLAND

Instructions to Customers

Orders should be sent in just as soon as possible after receiving this catalogue. We will book your order, and ship your plants when most convenient for you. Be sure to write plainly your name and postoffice address; also your shipping address, if it is different from your postoffice address. Be particular to state how plants are to be shipped, whether by mail, express or freight. All orders will be promptly acknowledged and notice will be sent when goods are shipped.

GUARANTEE—We guarantee our plants to reach our customers in good condition when shipped by mail or express, if taken from express office and opened on arrival. But we cannot become responsible for stock that is permitted to lie about express office, for neglect of purchaser or his employees to properly care for stock after it has been received. We guarantee our stock true to name with the understanding and agreement that we will refund the purchase price paid for such or replace it with other stock that is true to name, but not liable to damages other than herein named.

PAYMENT—Cash must accompany all orders or one-third cash with order, balance to be paid on or before day of shipment. Of course, we will book orders, and hold them a reasonable length of time, awaiting remittance.

OUR PRICES—are all F. O. B. Salisbury, Md. If desired sent by mail, consult Parcel Post table on page 11 for postage. All plants are packed so as to reach you in good condition.

TIME OF SHIPMENT—From the time you receive this catalogue until May 15th.

YOU ARE TAKING NO RISK—We send just what you order or refund your money, unless you tell us to substitute the order with the nearest to it we have should we be sold out on your order.

REFERENCE—Salisbury National Bank, Salisbury, Md.
Central Bank, Salisbury, Md.

Friends and Patrons

We have passed through a period in which the farmer especially has suffered financially, they have received disastrous prices for nearly all farm crops, one of the notable exceptions being strawberries which has paid large profits every year during the past ten years. This clearly shows that there is a constantly increasing demand for strawberries among the general public with but little prospect of a production to over balance the demand.

Everyone who has a garden should grow enough for home use, and those who have land adapted to strawberries, will find it profitable to grow them on a commercial scale to help supply the ever increasing demand.

It is indeed a great pleasure to present to you our annual catalog, knowing that for years we have served you faithfully, and by our careful and unselfish methods we have been able to make staunch supporters and friends of all our customers. We exercise the greatest care in filling your orders and believe that we receive as few complaints as any one in the business, yet we are not perfect, and if any one has a just complaint we want them to write us fully explaining same. Our greatest desire is to "Do unto others as we would have others do unto us," and if anyone has ever favored us with their order for plants and does not feel that they get full value for every dollar sent to us, they have neither been fair to us or themselves. Since the beginning of our business we have never received a just complaint that we have not made a satisfactory adjustment.

We have for spring delivery, a good supply of large, strong, healthy, Pure-bred plants, and we are soliciting your orders for strawberry plants, confident that you will be well pleased with them, and join our many satisfied customers advertising JOHN-SON'S PURE-BRED PLANTS.

We sincerely thank each one of our customers for their support, and express our desire and belief, that we may serve you with as much satisfaction this year, as we have done the former years. To those who have never dealt with us, we invite you to join our many friends and be convinced of our ability to serve you with satisfaction and profit. To all we wish a happy and prosperous year.

E. W. JOHNSON CO.

JOHNSON'S STRAWBERRY GARDEN CONTEST

First Prize \$10.00; Second Prize \$7.50; Third Prize \$5.00

Johnson's Big Strawberry Garden Consists of 600 Pure-Bred Strawberry Plants. The Greatest Standard Money Makers.

| | |
|-------------------------|--------|
| 100 Premier (Per) ----- | \$.80 |
| 100 Ford (Per) ----- | .80 |
| Big Late (Imp) ----- | .80 |
| Lupton (Per) ----- | .80 |
| Big Joe (Per) ----- | .80 |
| Elate (Imp) ----- | 1.50 |
| | <hr/> |
| | \$5.50 |

Our Big Six Strawberry garden consists of the very best standard varieties, begins to ripen extra early and last until very late in the season. This garden can be planted in any section with good results. We are going to sell you this garden for only \$5.50 and we are going to give \$10.00 for the best Photograph from this garden sent to us before November 1st. 1925. \$7.50 for the second best, \$5.00 for the third best. Also \$10.00 for the customer reporting the largest number quarts picked from this garden. Reports to be in not later than November 1st. 1925.

Johnson's Big Three Strawberry Garden consists of 300 Pure-Bred Strawberry Plants. The Most Reliable and Best Ever-Bearers.

| | |
|---------------------------------|--------|
| Champion (Everbearing) ----- | \$1.50 |
| Progressive (Everbearing) ----- | 1.25 |
| Minnesota (Everbearing) ----- | 1.50 |
| | <hr/> |
| | \$4.25 |

Our Big Three Strawberry garden consists of the very best ever-bearers to date, and will bear continually from June until very late fall, during the same year that you set your garden. We are going to sell you this garden for only \$4.25 and we are going to give \$10.00 for the best Photograph from this garden, \$7.50 for the second best, \$5.00 for the third best. Also \$10.00 for the customer reporting the largest number quarts picked from this garden. Photographs and reports to be in not later than December 1st, 1924. Any customer may enter this contest with either one, or both gardens.

GROWERS OF PURE-BRED STRAWBERRY PLANTS

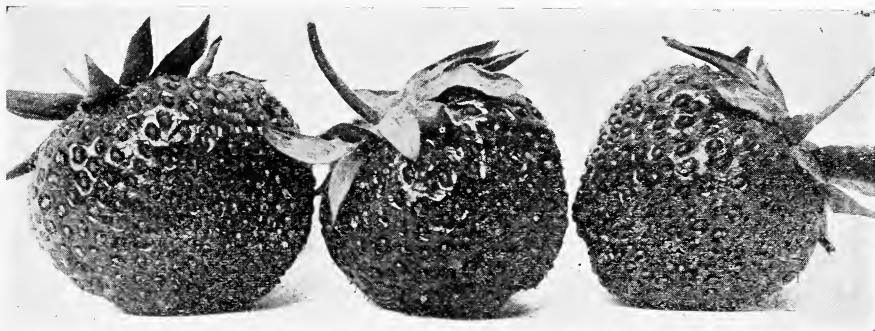
AMANDA—(Per) Among the best mid-season varieties. Plants are very large, very vigorous and healthy, making enough plants for a good fruiting row. Very prolific of extra large bright glossy red berries, of good quality, and firm enough for distant shipment. It is a good one and you will be pleased with it.

AROMA—(Per) A variety that seems to improve with age. Plants are of medium size but very vigorous, seems to do well on all soils. Berries are large and handsome and of the best shipping quality. Always commands a premium over most varieties especially in all western markets

BUBACH—(Imp) An old and very popular variety. The fruit is very

productive of extra large good quality berries that bring top prices in market. It is a larger berry than the Chesapeake, ripens a few days earlier and has as fine appearances as any strawberry that we have ever seen. It is uniform, well-colored and firm enough for distant shipment. The plants are strong growers and a good plant maker with luxuriant light green foliage. You can make no mistake by including the Big Joe in your order.

BIG LATE—(Imp.) A strong growing late pistillate. Has a long heavy root system which makes it an excellent drouth resister. Foliage very tall and healthy. It is a heavy producer of medium large, deep scarlet colored berries, which are produced abundantly in clusters on long fruiting



WM. BELT

large and handsome, moderately firm and of good quality. Commands fancy prices for those having a local market or shipping distance is not too great. In plant growth it is vigorous, but does not throw out excess of runners. If you have a nearby fancy market you will be pleased with the Bubach.

BIG JOE—(Per) This is a splendid variety that is being extensively grown in this county, and in our judgment it is second to none, all points considered. It has been grown in this section several years, each year netting as much or more money per acre than any other variety grown for commercial purposes. It is wonderfully

productive of extra large good quality berries that bring top prices in market. It is a larger berry than the Chesapeake, ripens a few days earlier and has as fine appearances as any strawberry that we have ever seen. It is uniform, well-colored and firm enough for distant shipment. The plants are strong growers and a good plant maker with luxuriant light green foliage. You can make no mistake by including the Big Joe in your order.

CHESAPEAKE—(Per) This is a good late variety that is admired by many growers, making enough plants to give best results in fruiting. The fruit is a dark red with prominent yellow seed, uniformly large, averaging larger than Gandy, more productive and of good quality. Flavor excellent.

COOPER—(Per) A chance seedling found by Mr. Cooper of Michigan and introduced by Henry Emlong & Son, in 1921. Mr. Emlong says, "It is the most beautiful, largest, and heaviest yielding variety we have seen

E. W. JOHNSON COMPANY, SALISBURY, MD.

and we have tested hundreds of varieties during the past forty years. We consider this a very high recommendation and no doubt you would be well pleased with it.

EATON—(Per) We saw this variety while fruiting last season and consider it one of the most promising medium to late varieties. In plant growth it is ideal, very productive of beautiful large berries that are a rich dark red through to the heart, which makes it an ideal canning berry. It is firm and a good shipping berry. Mr.

tra large, well colored, with beautiful green caps, very uniform in shape and firm enough for distant shipment.

We introduced this variety in the spring of 1917, and sold quite a lot of them under our guarantee that the purchaser should be pleased with them or we would refund every cent paid for them, and until this date we have never received a single complaint against them. We know of no better recommendation we could give than this.

✓ **FORD**—(Per) We have fruited this



GANDY

Whitten, the introducer, claims it can safely be shipped two hundred miles and arrive in excellent condition. After seeing it fruit last season we do not hesitate to advise our customers to include the Eaton in their order.

ELATE—(Imp) This is an excellent late variety, fully as late or a few days later than the Gandy. The plants are large, strong growers and a good plant maker, with a tall dark green foliage that shows no blemish or rust. The berries are large to ex-

variety several seasons and find it to be a money maker, a close competitor to the Premier, and would probably be as good with us, if it ripened a week earlier. We find it to be one of the very best varieties to grow with Premier, as they are very much alike in appearance. It is about the same size, exactly the same shape, and just a little darker red, in fact they are so much alike we have seen them sell at our station to be Premier. It is a strong grower and a good plant maker, seems to do well on all soils.

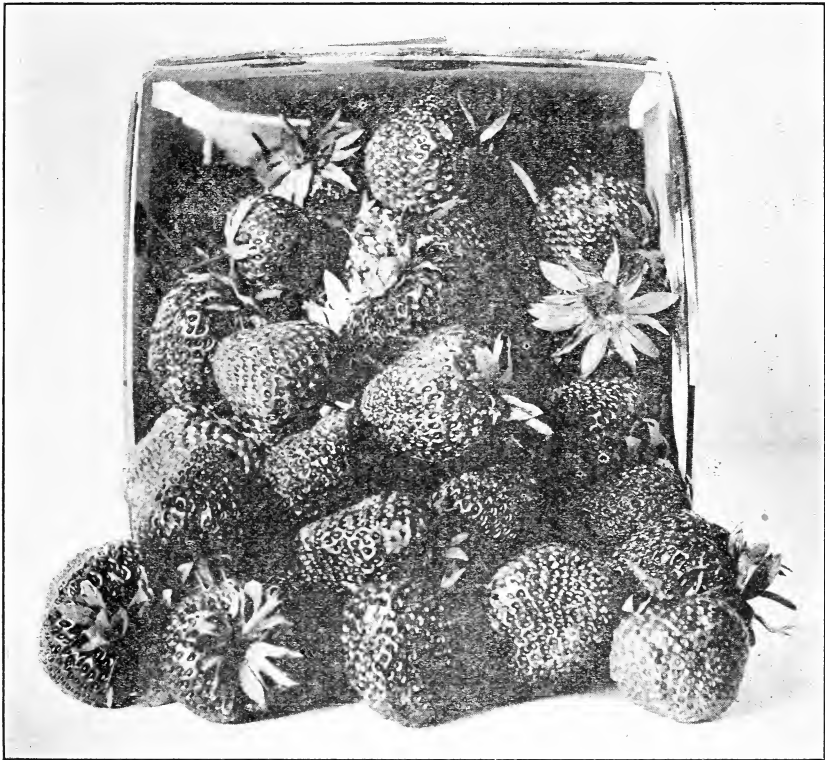
GROWERS OF PURE-BRED STRAWBERRY PLANTS

If any one wants a variety that ripens about one week later than Premier, we do not believe they can beat the Ford.

GIBSON—(Per.) It is wonderfully productive of large, round berries that are uniform in size and shape, and

some sections, but we do not recommend them only to those having a ready market, where they can place them same day they are picked.

HORSEY—(Per) We have never fruited this variety, but have seen them during their fruiting season and consider them one of the very best ex-



CHESAPEAKE

beautiful dark crimson from surface to center. Fruit stems are large and strong, and the dark green foliage is ample protection for the blossoms and fruit. It is a strong staminate bloom, making a fine pollinizer for pistillate varieties. Its a favorite in

tra early varieties. Fruit medium to large, very good quality, and firm enough to make it a good commercial berry. Produces a large crop of berries that brings good prices on the market.

KELLOG'S PRIZE—(Imp) A good

late variety, very productive of high quality, bright glossy red berries, with yellow seeds, slightly imbedded which makes a beautiful appearance when packed for market. Plant Kellog's Prize with Big Joe and you will have a winner.

KELLOG'S PREMIER—(Per) One of the very best extra early varieties, with but few if any its equal. It is a strong grower which seems to succeed on most soils and produces a heavy crop of large bright red berries of good quality and flavor. Surely it is one of the real money makers.

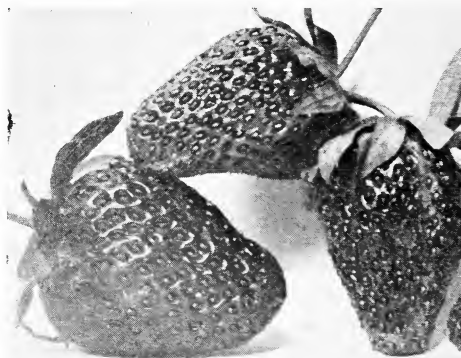
KLONDYKE—(Per) Considered by many growers to be one of the very best early varieties, being very popular with the growers locally in this county. Plants are of medium size, makes a vigorous growth and a great plant maker. Fruit large and of best quality. It is one of the best shippers and commands the top price in market.

LUPTON—(Per) A good late variety. Plants are healthy, strong growers, making enough plants for a good fruiting row. Foliage dark green. Very productive of beautiful brilliant red berries that resemble Chesapeake in shape. Ripens perfect and an excellent shipper.

MISSIONARY—(Per) While this variety is often compared with the Klondyke, we fail to see much resemblance more than in plant growth. In plant growth they are very much alike. It has been well tested in almost every state in the union and generally becomes a favorite where an early variety is wanted. It is being extensively grown in the south, owing

to its wonderful shipping qualities and handsome appearance in the package. Plants are medium large, healthy, strong growers and a great plant maker. It is productive of large, good quality berries that hold their size well through the season. One of the very best commercial varieties.

1017 MINNESOTA — (Ever-Bearing) In our judgement this is one of the best of the fall-bearers. The plants are very healthy, strong growers, and the best plant-maker of the fall bearing kinds. Foliage very dark green.

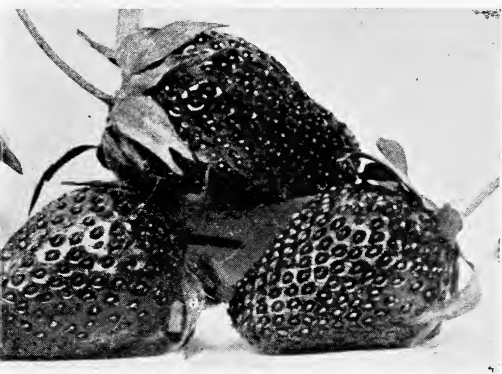


It is very productive of beautiful dark red berries that ranks second to none in quality. We consider it the only rival to the Progressive.

NICK OHMER—(Per) A good variety to plant for fancy trade. Berries are extra large, bright glossy red, of good quality and flavor. A good shipping variety, also excellent for local market or home garden. It is really a fancy berry that commands top prices wherever it is seen. It is a good plant maker. Makes enough large, strong plants for best results in fruiting.

GROWERS OF PURE-BRED STRAWBERRY PLANTS

PREMIER OR HOWARD 17—(Per) In our judgement this is the most perfect early variety to date. In fact it is in a class to itself, having all the desirable qualities necessary to constitute an ideal extra early variety. It is a strong healthy grower, which comes as near thriving on all soils, as any variety we have ever grown. Foliage medium tall, dark green, which shows no sign of disease. Berries are large, beautiful deep red, with all the quality one would desire in a strawberry. It ripens about the same season as the Klondyke, fully as large



MIER

and pretty berry, and considered by many growers to be fully as good in quality. Its wonderful productiveness of such fine quality berries makes it unquestionably the real money maker of the extra early varieties, and we are anxious that each of our customers to set some of this variety, as we know that when you fruit them, you will be pleased, and the more you see of them the better you will like them. We have the true strain of each Premier, and Howard 17, and have tested each variety thoroughly

and find them to be exactly the same on our soil. But if anyone should want either strain, Premier, or Howard 17, we shall fill their order accordingly.

SENATOR DUNLAP—(Per) The plants are very hardy and vigorous, and where they have an average chance can be absolutely depended upon. Some varieties may surpass it in some respects, but as an all around berry it has few equals. Fruit medium large, very uniform in shape and size. Color dark red, with a glossy finish, shading to a deep scarlet on the under side. Described by many as the best of the fall bearing kinds. It is a good plant maker and one of the most productive of the fall bearers. The fruit is medium to large, dark glossy red, colored all the way through, ranking with the very best in quality.

SUPERB—(Ever-Bearing) This variety is admired by many growers. It is a good plant-maker, making as many plants as desired for a good fruiting row. The fruit of the Superb is very large and attractive. With us not quite so productive as the Progressive. Fruit larger and equally as good.

WM. BELT—(Per) An old standard variety that is considered by many to be one of the very best strawberries grown to date. The berries are always of medium large size, and high quality, very uniform in shape, excellent flavor, firm, and a good shipper.



BIG JOE

E. W. Johnson Co., Salisbury, Md.

Gentlemen:—I am enclosing your check for \$1.40 as the plants came in the same day I wrote you to cancel. They are nice plants and I AM WELL PLEASED. Sorry you sent check after shipping plants. Thank you for the good count. I think there was 125 plants and I think they will all live.

Very truly,

Buckhannon, W. Va., April 25, 1924.

MILTON BASTABLE

E. W. Johnson Co., Salisbury, Md.

Gentlemen:—The Strawberry Plants came Friday P. M., April 18th. They were fine, strong plants and all but a few were alive. We like the appearance of the plant itself very much. They were in the ground before four o'clock that afternoon and were settled by a fine rain so we are expecting them to prosper. Knowing that the season was a week or more earlier with you, we were getting rather anxious about them. We have a small bed for home use and have tried out many varieties, but usually try out one or two that are new to us each season. We were away over the week-end, going hurriedly, or should have acknowledged them sooner.

Sincerely,

Stoneham Mass. April 21, 1924

FRED STEELE.

GROWERS OF PURE-BRED STRAWBERRY PLANTS



NIC OHMER

PARCEL POST RATES ON STRAWBERRY PLANTS

Zone 1 and 2—Figure 10c per 100 plants or less.

Zone 3—Figure 15c per 100 plants.

Zone 4—Figure 20c per 100 plants.

Zone 5—Figure 25c per 100 plants.

Zone 6—Figure 30c per 100 plants.

Zone 7—Figure 30c per 100 plants.

Zone 8—Figure 40c per 100 plants.

This table has been very carefully prepared after filling hundreds of thousands of orders and we believe it to be as correct as it is possible to get it. Plants do not all weigh the same when packed for shipment and no table could prove correct. We do not try to adjust small differences in postage. This rate will apply to all orders received to go by parcel post prepaid, and when not sufficient postage is remitted as per table above, we will send plants C. O. D. postage, and return whatever amount you have sent us for postage.

3c will insure your order up to \$ 5.00.

5c will insure your order up to \$10.00.

We use light ventilated crates and patented mailing cartons in shipping parcel post.



**Number of Plants Required to Set an Acre at a Given
Distance Apart.**

| | |
|--|--------|
| Rows 24 inches apart plants 12 inch in row | 20,000 |
| Rows 30 inches apart plants 12 inch in row | 17,000 |
| Rows 36 inches apart plants 12 inch in row | 14,000 |
| Rows 42 inches apart plants 12 inch in row | 12,000 |
| Rows 36 inches apart plants 18 inch in row | 9,500 |
| Rows 42 inches apart plants 18 inch in row | 8,000 |
| Rows 48 inches apart plants 18 inch in row | 7,000 |
| Rows 48 inches apart plants 24 inch in row | 7,000 |
| Rows 48 inches apart plants 24 inch in row | 5,500 |
| Rows 24 inches apart plants 24 inch in row | 11,000 |
| Rows 30 inches apart plants 30 inch in row | 7,000 |

For hill culture rows should be either 24 inches, 30 inches or 36 inches and plants set 12 inch in the row.

For matted row system rows should be either 42 inches or 48 inches and plants set 18 inch to 24 inch in row.

GROWERS OF PURE-BRED STRAWBERRY PLANTS

HINTS ON STRAWBERRY CULTURE

By E. W. Johnson.

Of course every one recognizes that it is a difficult task to give any correct rule for growing strawberries that would prove most profitable in all localities and all soils, soil and weather vary so greatly in different localities that no rule could be the most profitable or each locality. However, we are giving a few hints that we believe will be of value to those who have not given strawberry culture considerable study. It is claimed by most strawberry growers that any soil that will make a good crop of corn or potatoes will make a good crop of strawberries, yet we strongly advise a very careful selection of the soil, as our many years experience has taught us that strawberries grow best when planted in a strong, moist, well drained soil. A moist soil always contributes to success. We would also warn our customers against plowing up a sod to set in strawberries as the white grub would be almost sure to destroy a great portion of the plants set. We would prefer growing cowpeas on the land the year previous to setting in strawberries, where this is not practical there should be some cultivated crop grown.

We prefer plowing as late in the fall or as early in the spring as possible, plow the land as deep as practical, eight inches at least, unless this brings the subsoil to the surface which should not be done under any circumstances. As soon in the spring as the soil will work mellow, the land should be thoroughly harrowed, followed immediately with a heavy roller or plant drag.

There are many methods for preparing the bed and setting the plants, but no particular method has advantage over any other except in the saving of labor. The important point is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. We have found the two following methods most practical. If plants are to be set with two-horse transplanter, we use light marker attached to transplanter, setting the plants level with surface, within a few days after planting we sow fertilizer down the rows at the rate of 400 lbs per acre, following with the cultivator being very careful not to disturb the roots of the plants, also not to cover up the crowns or heart of the plants. If plants are to be

E. W. JOHNSON COMPANY, SALISBURY, MD.

set with trawl, we use a one-horse plow to make a furrow, sow fertilizer down the furrow at the rate of 400 lbs per acre, make a sharp list with one-horse plow, then strike list down nearly level with the field with light drag, or board, drag, and set plants immediately.

We strongly advise very early spring planting, as plants set early, get a good start before the hot, dry weather strikes them and are much more apt to grow and make a good fruiting row than those set late in the season. Nature's own time for starting a new growth in the early spring, therefore, your plants should be set early that they may get an early start in growth.

We have already advised you that we use commercial fertilizer on young plants, and we also desire to warn our friends against the too heavy application of fertilizer. It is dangerous. Many plants have been injured and often killed outright with fertilizer, but four or five hundred lbs. per acre will not hurt them, provided it is well scattered and cultivated in before setting plants. If used after plants are set, sow fertilizer when plants are not wet from dew or rain, and cultivate immediately.

Cultivation should be started within a few days after plants are set, this will fill all opening near the plants and preserve the moisture. If the weather is dry, cultivation should be kept up never allowing the surface to crust. Hoe them shallow that you do not disturb the roots. It is very important to keep blossoms pinched off all spring set plants, they should not bear fruit the first season, as it weakens the growth of the plants and is liable to kill them outright. Keep them clean until frost, and success is assured.

E. W. Johnson Co., Salisbury, Md

Dear Sirs:—I received the Strawberry Plants in good condition and was pleased with the lovely plants you sent me. Yours truly,
New Brunswick, N. J., Apr. 30, 1924. JOHN B. OTKEN.

E. W. Johnson Co., Salisbury, Md.

Dear Sirs:—Received the Strawberry Plants on May 3rd, in fine shape. We are very much pleased with them. Thank you ever so much for your promptness. Very truly yours.

Doylstown, Pa., R. F. D. No. 2

JOHN S. RAPP.

GROWERS OF PURE-BRED STRAWBERRY PLANTS

Johnson's 1925 Price List of Choice Strawberry Plants

Grown by E. W. Johnson Co., Salisbury, Md.

| | 100 | 500 | 1,000 | 5,000 |
|----------------------------------|-------|--------|--------|---------|
| Amanda (Per) | \$.90 | \$3.50 | \$6.00 | \$28.75 |
| Aroma (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Bubach (Per) | 1.00 | 4.00 | 7.00 | 32.50 |
| Big Joe (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Big Late (Imp) | .80 | 3.00 | 5.00 | 23.75 |
| Chesapeake | .90 | 3.50 | 6.00 | 28.75 |
| California (Per) | 1.50 | | | |
| Cooper (Per) | 1.00 | 4.00 | 7.00 | 32.50 |
| Dr. Burrell (Per) | .70 | 2.50 | 4.00 | 18.75 |
| Elate (Imp) | 1.00 | 4.00 | 7.00 | 32.50 |
| Eaton (Per) | 1.00 | 4.00 | 7.00 | 32.50 |
| Ford (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Gandy (Per) | .70 | 2.50 | 4.00 | 18.75 |
| Gibson (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Horsey (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Klondyke (Per) | .70 | 2.50 | 4.00 | 18.75 |
| Kellog's Prize (Imp) | .80 | 3.00 | 5.00 | 23.75 |
| Lupton (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Missionary (Per) | .70 | 2.50 | 4.00 | 18.75 |
| Nick Ohmer (Per) | .90 | 3.50 | 6.00 | 28.75 |
| Premier (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Senator Dunlap (Per) | .70 | 2.50 | 4.00 | 18.75 |
| Tenn. Prolific (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Wm. Belt (Per) | .80 | 3.00 | 5.00 | 23.75 |
| Worlds Wonder (Per) | .90 | 3.50 | 6.00 | 28.75 |
| Fall-Bearing Varieties | | | | |
| Progressive (Ever-Bearing) | 1.25 | 5.00 | 8.00 | 37.50 |
| Superb (Ever-Bearing) | 1.50 | 6.00 | 10.00 | 47.50 |
| Minnesota (Ever-Bearing) | 1.75 | 7.00 | 12.00 | 57.50 |
| Champion (Ever-Bearing) | 1.50 | 6.00 | 10.00 | 47.50 |

